

The Prevention Marketing Initiative (PMI)
Technical Assistance Materials

Single copies are available at no charge (while supplies last) through
the National Prevention Information Network (NPIN)
Phone: 800-458-5231, Web site: www.cdcnpin.org

The PMI Demonstration Project: Making Abstinence and Safer Sex Cool to Teens

Teens and adults who participated in the 5-site PMI Demonstration Project explain how the local programs worked and why they think PMI can benefit other communities. National technical assistance providers outline the project's conceptual model and the results of the PMI outcome evaluation. (**Videotape**, 15 minutes, NPIN Inventory #V011)

Applying Prevention Marketing

This is a comprehensive introduction to Prevention Marketing. It covers social marketing principles and the steps in the Prevention Marketing process. It also provides planning outlines and resource lists. (**Manual**, 200 pages, NPIN Inventory #D905)

Youth Involvement

It's easy to say that young people should help design and deliver HIV prevention programs that target youth, but there is very little guidance about specific steps to take to bring about meaningful youth involvement. This document discusses such issues as defining goals for youth involvement, preparing young people and adults to work together effectively, recruiting and selecting young program participants, maintaining a supportive environment for young people, and managing the practical aspects of their ongoing participation. (**Booklet**, 36 pages, NPIN Inventory #D241)

Constructing Teen HIV Risk Profiles

Your State Community Planning Group (CPG) has already assembled an epidemiologic profile that may include a detailed section on youth. This PMI document describes the kinds of data - behavioral, teen pregnancy, and sexually transmitted disease data - that were used in the PMI sites alongside the CPG epi profiles. It provides basic information about how to obtain and interpret such data, offers examples of how this information helped PMI sites make planning decisions, and points out other factors that are just as important as disease and behavioral data in making HIV prevention program planning decisions. (**Booklet**, 48 pages, NPIN Inventory #D269)

Managing Issues

Experts agree that HIV prevention messages for high-risk teens must be clear and specific, but frank messages are potentially controversial. This document suggests that service providers take steps to prepare for controversy. It includes a discussion of strategies for establishing an issues management team, conducting an issues audit, and training spokespersons to respond to the media. (**Booklet**, 24 pages, NPIN Inventory #D277)

Media Relations

Stressing the importance of strategic planning in media relations, this document provides checklists for creating and sustaining timely, positive press coverage. Emphasis is given to establishing ongoing relationships with reporters who cover health issues, and formats for materials intended for the press are provided. (**Booklet**, 55 pages, NPIN Inventory #D270)

You also can also order copies of introductory **brochures** entitled ***Why Social Marketing?*** and ***Involving America's Youth*** and other in-depth materials on PMI from NPIN.